DOCKET NO.: 122118-175973
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Acharya et al.

Application No.: 09/975,831

Filed: October 11, 2001

Art Unit: 3625

For: **METHOD AND SYSTEM FOR INTEGRATED ONLINE AND BRICK AND MORTAR PROVIDER SHOPPING**

Examiner: Brandy A. Zukanovich

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF PETER JOSEPH GREMETT UNDER 37 CFR 1.131

I, Peter Joseph Gremett, declare and state that:

1. I am a co-inventor of the subject matter of the above-referenced U.S. Patent Application (the "application"). I make this declaration to establish:

(A) conception of the subject matter of the application, in the United States, prior to October 16, 2000,

(B) actual reduction of practice of the subject matter of the application, in the United States, prior to May 4, 2001, and

(C) diligence in actually reducing the subject matter of the application to practice, in the United States, from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

2. I contributed to the conception of the subject matter of the application prior to October 16, 2000. As evidence of this conception, I refer to the following exhibit:

EXHIBIT A:

Powerpoint presentation, Shop@Anywhere Episode 2: Online/Offline Integration *Code Name: Yoda*, October 16, 2000.

3. I have reviewed the above-referenced EXHIBIT A and believe that it is of such character and weight as to establish conception of the subject matter of the application prior to October 16, 2000.

4. I contributed to the actual reduction of practice of the subject matter of the application prior to May 4, 2001. As evidence of this actual reduction to practice, I refer to the following exhibits:

EXHIBIT B:

Product Requirements Document (PRD): Shop@Anywhere Bullet – Online/Offline Integration <*Code Name: Yoda*> [Release 1.0], October 23, 2000;

EXHIBIT C:

Email from Srinivas Lingutla to Kamal Acharya; February 2, 2001;

EXHIBIT D:

Email from Srinivas Lingutla to Kamal Acharya; February 11, 2001;

EXHIBIT E:

Email from Kamla Acharya to Todd Goldman, *et al.*; February 19, 2001;

EXHIBIT F:

Email from Srinivas Lingutla to Kamal Acharya; March 6, 2001;

EXHIBIT G:

Email from Kamal Acharya to Mohsin Hussain; March 7, 2001;

EXHIBIT H:

Email from Srinivas Lingutla to Kamal Acharya; March 11, 2001;

EXHIBIT I:

Email from Srinivas Lingutla to Kamal Acharya; March 21, 2001;

EXHIBIT J:

Email from Srinivas Lingutla to Kamal Acharya; March 28, 2001;

EXHIBIT K:

Email from Kamal Acharya to Mohsin Hussain; March 28, 2001;

EXHIBIT L:

Email from Srinivas Lingutla to Kamal Acharya; April 4, 2001;

EXHIBIT M:

Email from Kamal Acharya to Mohsin Hussain; April 8, 2001;

EXHIBIT N:

Email from Srinivas Lingutla to Kamal Acharya; April 10, 2001;

EXHIBIT O:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT P:

Email from Kamal Acharya to Mohsin Hussain; April 11, 2001;

EXHIBIT Q:

Email from Srinivas Lingutla to Kamal Acharya; April 17, 2001;

EXHIBIT R:

Email from Kamal Acharya to Mohsin Hussain; April 19, 2001;

EXHIBIT S:

Email from Kamal Acharya to Mohsin Hussain; May 4, 2001; and

EXHIBIT T:

Email from Srinivas Lingutla to Kamal Acharya; May 9, 2001.

5. I have reviewed the above-referenced EXHIBIT B through EXHIBIT T and believe that they are of such character and weight as to establish the actual reduction of practice of the subject matter of the application prior to May 4, 2001.

6. Further, I believe that the above-referenced EXHIBIT B through EXHIBIT T are of such character and weight as to establish diligence in reducing the subject matter of the application to practice from prior to December 22, 2000, through the actual reduction to practice of the subject matter of this application prior to May 4, 2001.

7. EXHIBIT A through EXHIBIT T referred to herein are attached herewith. These exhibits are also already of record in the application. These exhibits were filed with the USPTO on December 22, 2005, in one or more prior declarations under 37 CFR 1.131.

8. I have reviewed the exhibits referred to herein and believe that they are accurate.

9. I further declare that all statements herein made of my own knowledge are true, and that all statements made on information or belief are believed to be true; and further, that the statements are made with the knowledge that the making of willful or false statements or the like is punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of any patent issuing from the present patent application.

Peter Joseph Gremett

07/17/11
Date

EXHIBIT A

Shop@Anywhere

Episode 2: Online/Offline Integration

Code Name: Yoda

Advanced Planning Meeting

Vincent Tong

10/16/00

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years
(Red Herring/Forrester Research 07/00)

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What's the problem we are trying to solve?

- Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00)
- Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from physical store nearby all-in-one-place
- Neither AOL nor our key competitors are addressing this need

"32% of all online buyers look [online] for the most convenient off-line physical store location" – Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" – Jupiter

Shop@

Goals

SHORT-TERM (Shop@Anywhere Bullet - 6 months)

- Make shopping easier and more convenient by helping consumers to locate nearby physical stores of "click-&-mortar" Shop@ merchant partners
- Highlight local offerings from "click-&-mortar" merchant partners (e.g. physical store presence, local store return/pick-up for online sales)
- Earn consumers' trust, as they release their zipcode/address to us
- Generate additional pages views
- Drive local ad impressions via Digital City

LONG-TERM

- Provide a true multi-channel (both online and offline) merchant comparison environment with store-level product pricing and availability from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants

Shop@

Project Metrics

- Deploy store locator feature and highlight local store offering for 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, after 3 months

- 15% of store locator users will "store" their zipcode/address for repeat usage, after 3 months

- Generate additional 17M pages views in year 1

- Drive $1.3M local ad impressions via Digital City in year 1

Shop@

Value Proposition

Consumers

- Convenience! -- This will make the info needed for my purchase decision readily available (local store listings of merchants)
- Quick access to local store content (e.g. nearby restaurants, driving direction) to satisfy my need for entertainment & instant gratification
- In the long term, "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)
- Bottom Line = AOL provides us with the best comparison shopping for online merchants and local stores — HIGH

Value Proposition

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

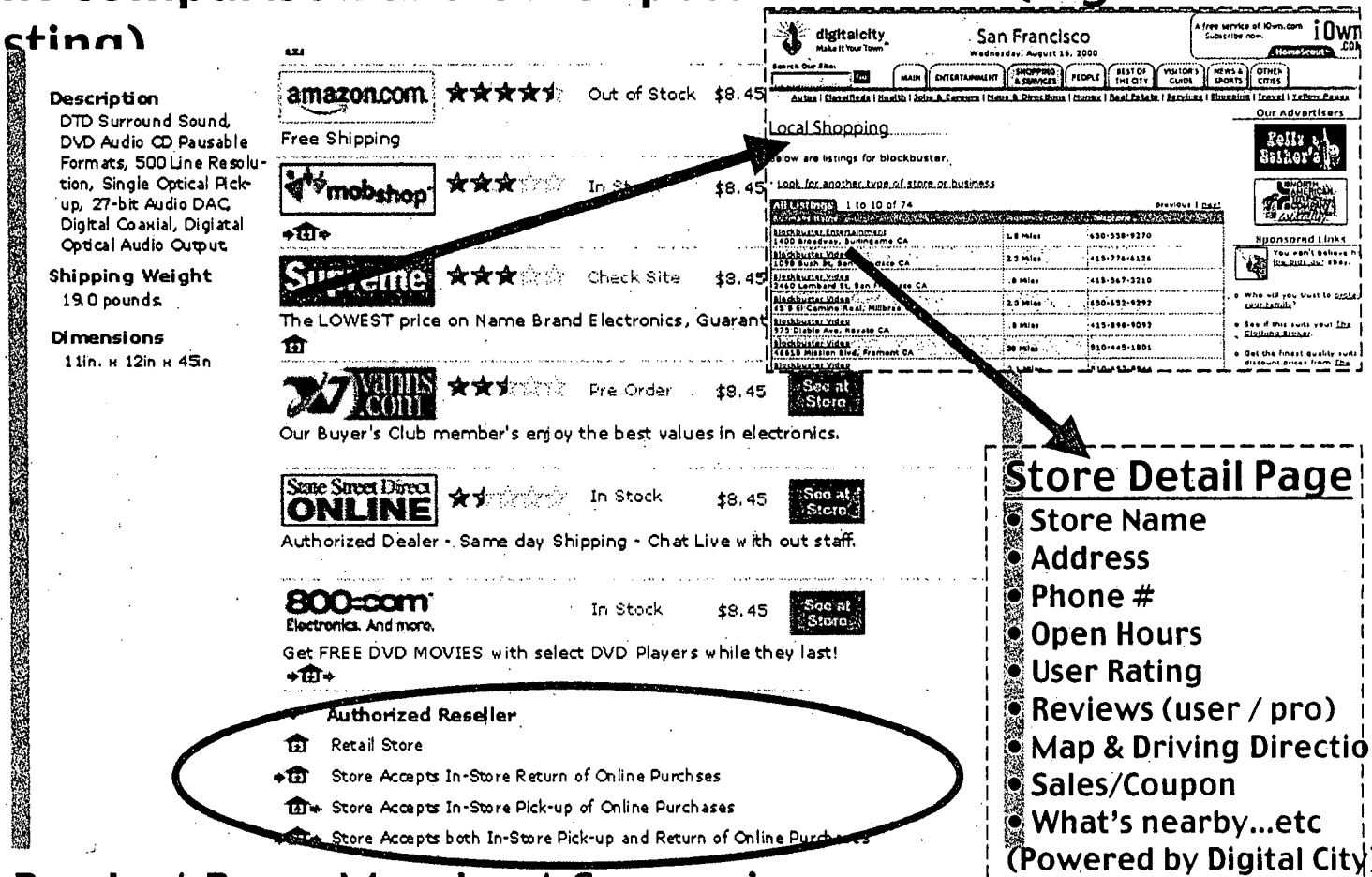
- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

The Store Locator

- ⌘ **Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Listing)**

PLUS

- ¥ User may store multiple target locations (link to UMP?)
- ¥ Local store return/pick-up policy for online sales



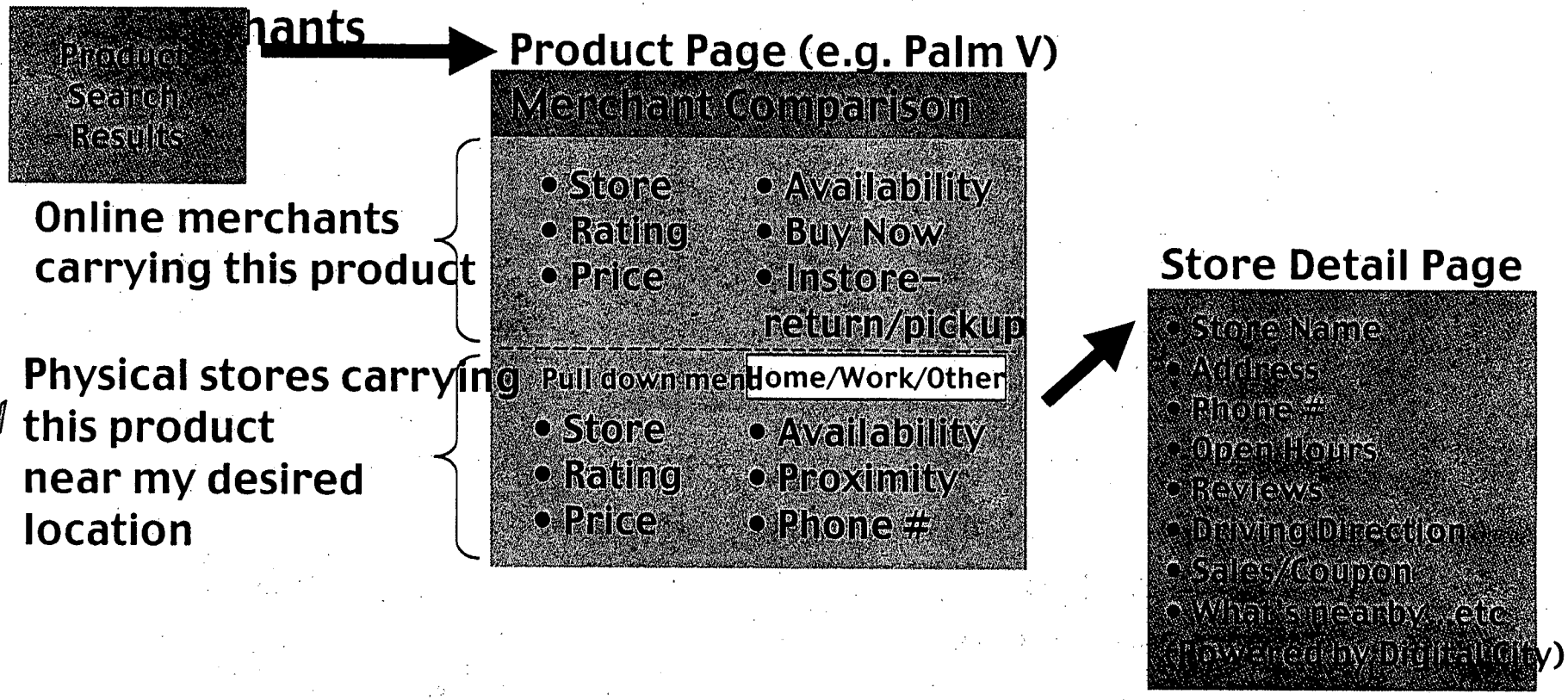
Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final

Shop@

The Long Term Vision (outside the scope of this bullet)

- Provide a true multi-channel (both online and offline) merchant comparison environment with the latest store-level product pricing and availability info from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" [illegible]nants



Cost and Benefit

Revenue & Traffic Impact

Generate $1.3M in yr. 1 & $1.8M in yr. 2 via local ad impressions

Generate additional 17M page views in yr. 1 & 24M in yr. 2

Open future revenue opportunities via this localized platform

Did I mention Y!, MSN and Amazon don't have it?

Retention

Consumers:	HIGH
Click-&-Mortar Merchants:	HIGH
Pure-play e-tailers:	-ve

2-month Development Cycle (Est.)

Engineering	3.5 pm
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

Shop@

pm = person-month

Key Dependencies / Risks

- Depends on Digital City to provide the proximity search and the localized content – *Mitigation: Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request*

- Privacy concern on allowing user to store zipcode/address – *Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Kent once features are finalized*

- Negative reaction from "pure-play" e-tailer partners – *Mitigation: Ask Account Management team for feedback*

- Different product assortment at Web channel vs. Physical store channel for a merchant – *Mitigation: create*

Open Issues

- Can/should we deliver the "stored" user zipcode / address to UMP? – Need to check with Personalization Divlet

- In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Listing, Dept Pages) – Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.

- Do we need permission from merchant partner to deploy "Store Locator"? – Need to check with Acct Mgmt

What's Next?

- Core team assignment – this week
- Further investigate open issues and risks
- Project Kick-off Review & PRD – week of 10/30/00

EXHIBIT B

B

Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration *<Code Name: Yoda>*

[Release 1.0] [10/23/00]

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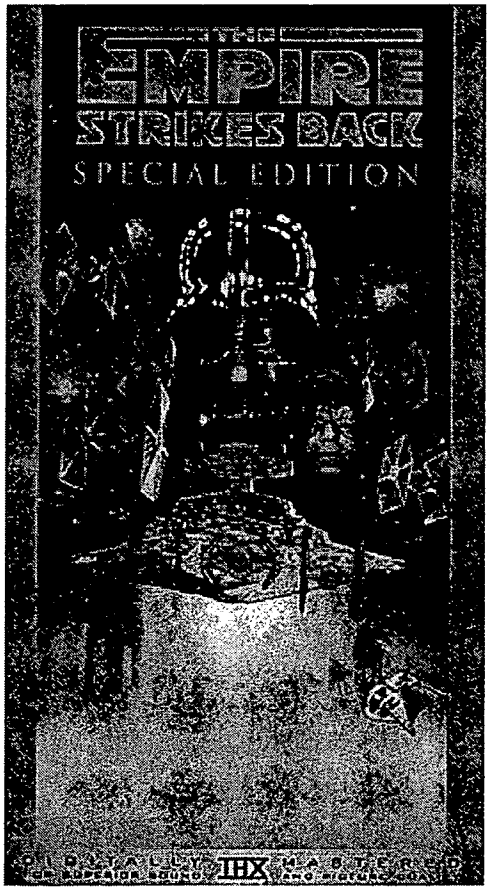

☒ Review Draft
☐ Final for Acceptance by Core Team

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EXECUTIVE SUMMARY 3

PURPOSE OF PRD 3

REVISION HISTORY/CHANGE SUMMARY 3

ASSOCIATED DOCUMENTS 3

PRODUCT CONTACTS 4

PRODUCT DEVELOPMENT TEAM (* - CORE TEAM) 4
STAKEHOLDERS AND THEIR REPRESENTATIVES (* - KEY) 4

CONCEPT AND OBJECTIVES 5

GOAL 5
PROBLEM DEFINITION 5
BUSINESS OBJECTIVES 5
PRIORITIZED METRICS 6
HIGH LEVEL CONSTRAINTS 6

MARKET ANALYSIS & OPPORUNITY 7

TARGET USERS 7
COMPETITION 8

PRODUCT ECONOMICS 9

PRODUCT AND SERVICE 10

VALUE PROPOSITION 10
PRIORITIZED REQUIREMENTS 11
LONG TERM VISION 14
RELEASE CRITERIA 16

OPERATIONS 17

OPERATIONAL ISSUES AND RESOLUTIONS 17

RISK AND ISSUES 18

ISSUES 18
RISKS 18
DEPENDENCIES 18

RESOURCE AND SCHEDULE 19

SCHEDULE (PRELIMINARY) 19
STAFFING (PRELIMINARY) 19

APPENDIX 20

USAGE ESTIMATE 20
TERMS AND DEFINITIONS 21
SYSTEM USERS 21
AOL SHOPPING PERSONAS 22
<SOURCE: PETER GREMETT> 22
MOCK-UP OF DIGITAL CITY DETAILS PAGE (NOT FINAL) 23

EXECUTIVE SUMMARY

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:
- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:
- Marketing plan – Vincent T.

Post-mortem:
- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	Iannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION
Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend $199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.

"32% of all online buyers look [online] for the most convenient off-line physical store location" - Jupiter

"73% of online browsers indicated that they researched products online and then purchased them at a physical store" - Jupiter

Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at $1.6M in year 1 and $2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the Shop@Anywhere Bullet)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

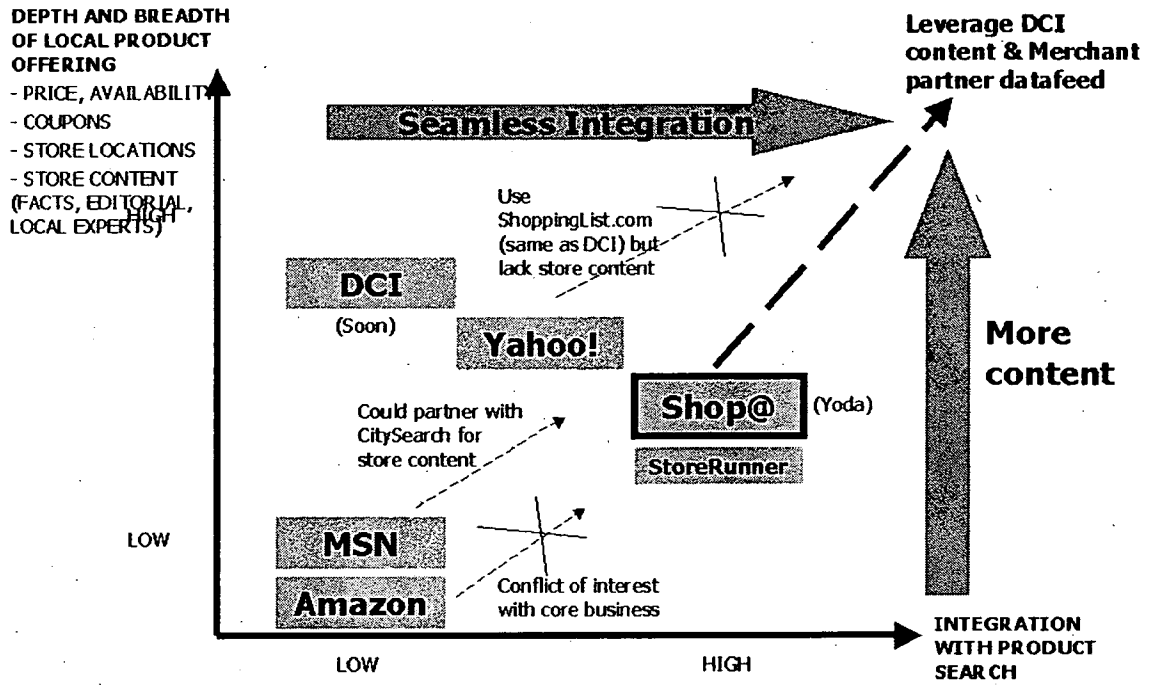
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching $750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	$1.6M	$2.4M
Est. based on $75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trival

- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions. The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

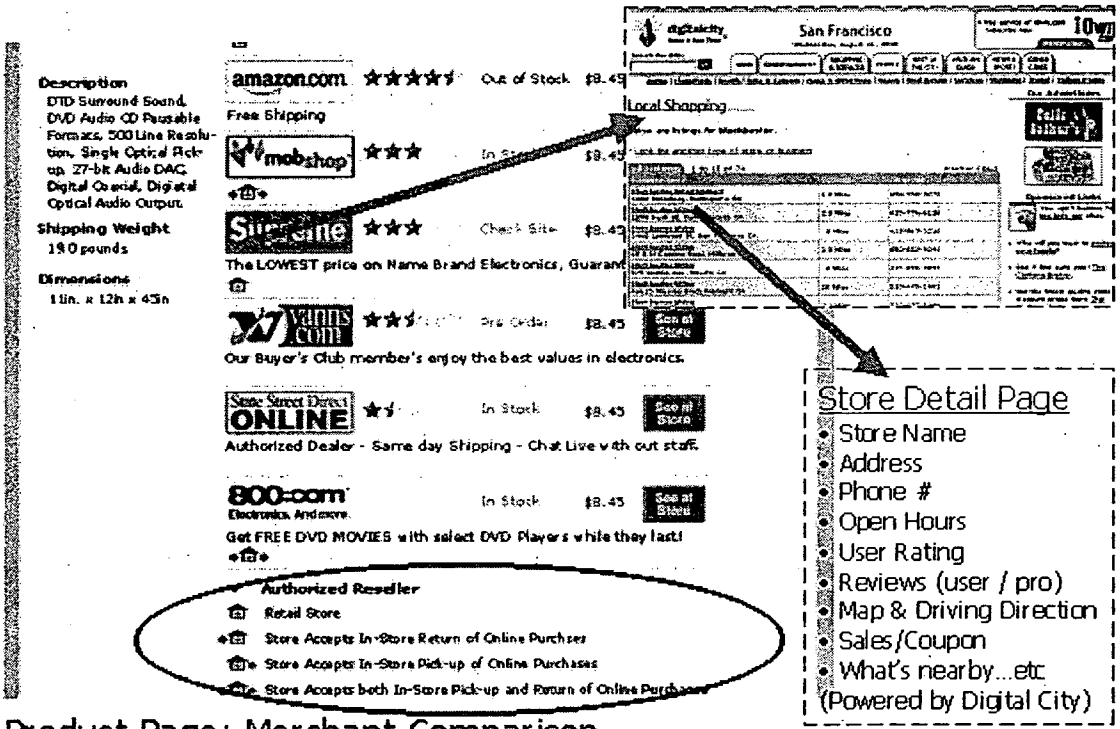
Please also see appendix for Terms and Definitions

Summary

Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)

User may store multiple target locations (link to UMP)

Indicators of merchant's local store return/pick-up policy for online sales



Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design) page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
"Store Locator" indicator next to each "click-&-mortar" merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each "click-&-mortar" merchant partner A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don't know or None	P1
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each "click-&-mortar" merchant within the default/predefined radius of the user's "stored" target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for "Find It Locally"[1] feature under Shopping Search	P1
Enable and encourage user to "store" multiple target locations (e.g. home, work, grandma's house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user's core UMP under Shop@AOL and Shop@ CompuServe (if any). <Subject to Privacy Issue>[2]	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXMITY SEACH (BY DIGITIAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner's physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for "Blockbuster"), the "click-&-mortar" merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

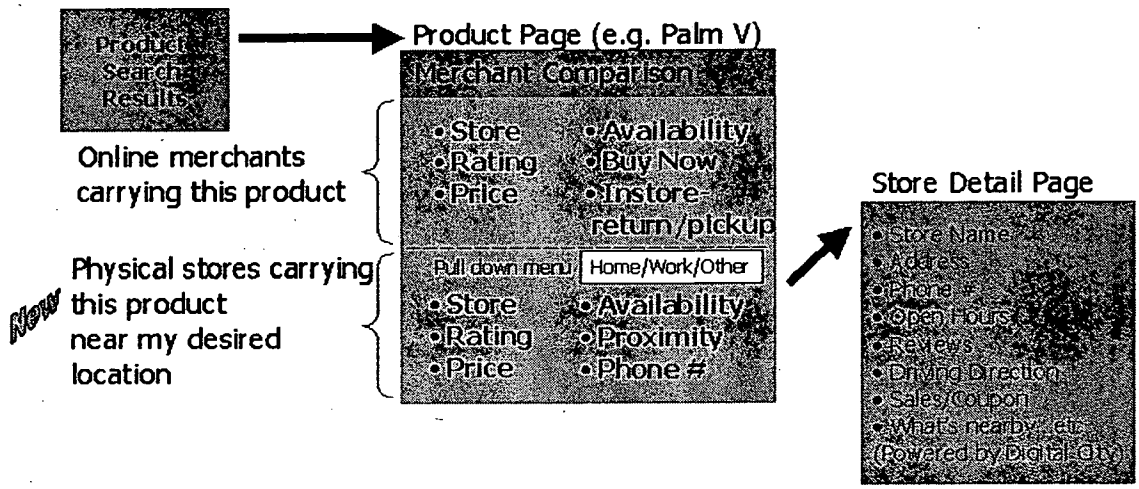
[1] "Find It Locally" resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search's product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

[2] Currently, UMP (Unified Member Profile) is at it early infancy. According to UMP's Product Manager Rizwan Ali, it does not collect info from subscriber's billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the Shop@merchant partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary
- Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....
Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	- EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	- FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	- FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
  - 90% of tested users do not find "Store Locator" distracting
  - 90% of tested users understand what "Store Locator" will do for them before clicking on it
  - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
  - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- *"Click-&-Mortar" merchant partners* are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS											
- Revenue from Store Locator at A-Z Store List is too trival											
- Future revenue opportunity as we built this localized platform is not considered in this model											
- Higher retention rate of Clicks-&-Mortar merchants are not considered in this model											
- Est. traffic between Aug 01 - July 02 is used for Yr 1											
- The growth rate of online buyers from Jupiter is applicable to that of AOL users											
TRAFFIC ESTIMATES											
	US online buyers (Jupiter 1/00)			**Page Views for Product Pages**							
	Yr	Online Buyers	Growth Rate	Annual	Period						
	2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)						
	2,001	52,000,000	33%	**180,836,713**	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)						
	2,002	67,000,000	29%	**233,001,150**	Yr 2 (Using Jupiter's Growth Rate)						
				YEAR 1	YEAR 2	SOURCE/EXPLAINATION/ASSUMPTION					
DIRECT REVENUE FROM STORE LOCATOR				Jan 01-Dec 01	Jan 02-Dec 02						
	Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion					
						Only Page in the same rate as Search to the Product Page					
	Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299						
	Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team					
	% Click-&-Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00					
	% Store Nearby User			20%	20%	Wild guess. Important.					
	% Local Store Available at M.C.			24%	27%	(% Brick-&-Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.					
	% User decided to pursue a merchant			30%	30%	Shop@ M.C. team					
	% User prefer to shop offline			75%	75%	Jupiter					
	% Subtotal			5.4%	6.1%						
	PVs on Proxmity Search Result Page (DCI)			19,530,365	28,309,640						
	% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI					
	PVs on Details Page (DCI)			1,953,037	4,246,446						
	Total PVs			21,483,402	32,556,086						
	CPM			$75	$75	Digital City - Shopping Category (Todd Unger)					
	REVENUE			**$1,611,255**	**$2,441,706**						
SERVER LOAD ESTIMATE											
	Service Requests		For the Year	19,530,365	28,309,640						
			Peak Month (Dec) = 18%	3,515,466	5,095,735						
			Daily Avg During Peak Month	113,402	164,379						
			Peak Hour (10% of day)	11,340	16,438						
	Service Requests Per Second During Peak Hour			3.15	4.57						

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

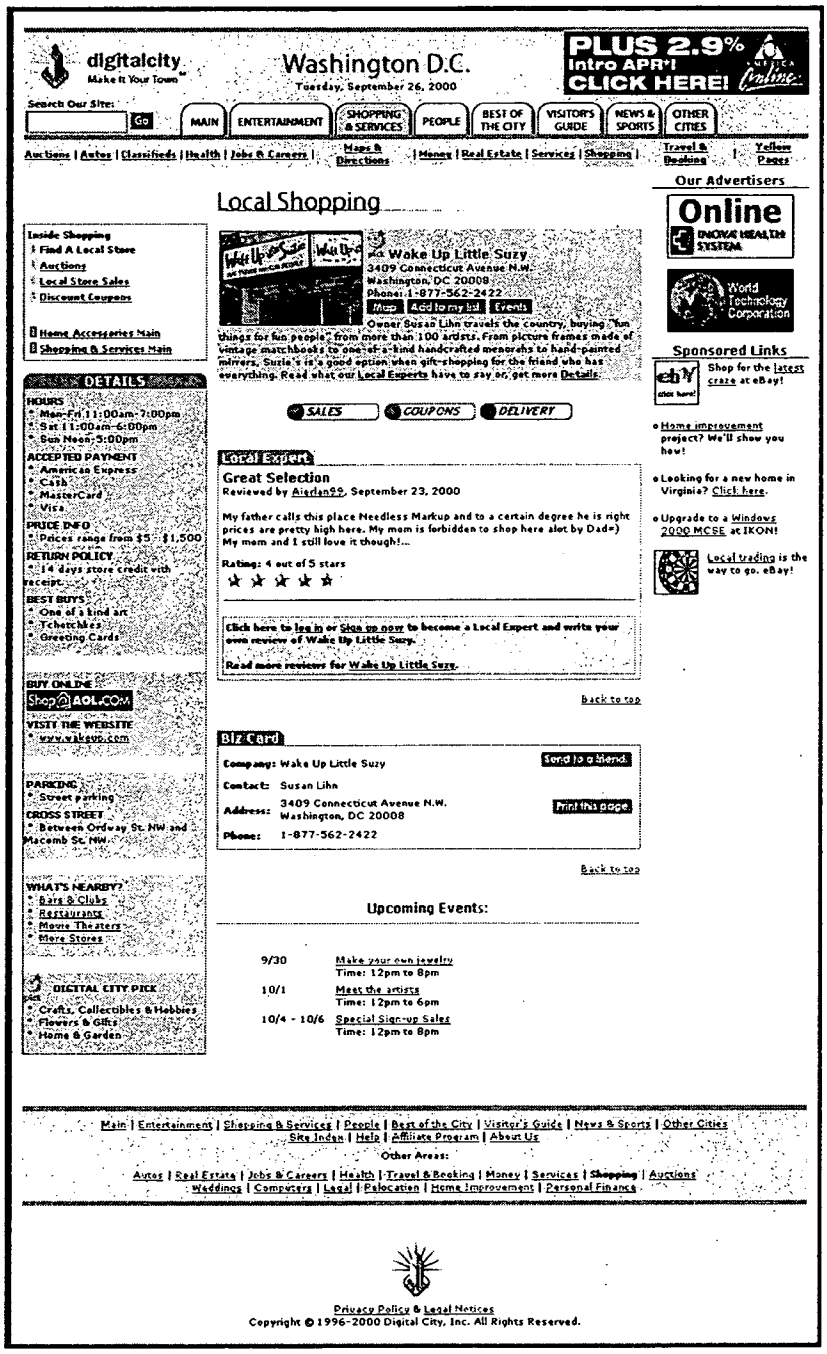
Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory:.



Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

EXHIBIT C

C

From - Fri Feb 02 19:31:06 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.252]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G85NQZ00.R8C; Fri, 2 Feb 2001 16:23:23 -0800
Message-ID: <3A7B4F21.70A49ED4@netscape.com>
Date: Fri, 02 Feb 2001 19:21:53 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/2/2001</h3>
1. Continued work on Local Stores design. Met with Search team and
discussed

issues related to merchant database, detection of user's location and
events

database.
<p>2. Started work on installation and configuration of VL5 plugin. This
is

being done on landscape.mcom.com, a development server, for Magic Carpet

authentication. This is to be followed with testing of authentication
for

AOL in-service users.
<p>3. Review of career development plan.
<p>4. Support/maintenance work on Shopping List. Updated the demo pages
to include

all the required parameters when adding products to Shopping List.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT D

D

From - Sun Feb 11 09:13:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.200]) by
dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
16:29:39) with ESMTP id G8LJJ400.TI4; Sun, 11 Feb 2001 06:13:52 -0800
Message-ID: <3A869DC7.2489D7A2@netscape.com>
Date: Sun, 11 Feb 2001 09:12:23 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 2/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 2/9/2001</h3>
1. Continued work on Local Stores design. Met with Rick Henderson
and Glenn Mi to talk about modifications to the Merchant Compare service
to include local store information. Finalized most of the outstanding design
issues.
<p>2. Continued work on installation and configuration of VL5 plugin. Successfully
configured the VL5 plugin on landscape.web.aol.com to read Magic Carpet
Authentication headers (for web users).
<p>The Magic Carpet VL5 catalog is not released to production and the TurboWeb
group does not yet have a test environment set up to

test new catalog which includes the latitude/longtude information.
<p>I still haven't received the mapping file for converting location information
to a zip code. The person responsible in the AOLNet Ops is no longer
working in the group due to reorg and I have sent mail to the manager,
Steve Long, asking for the file.
<p>3. Completed focal review.
<h4>
Next Week:</h4>
1. Continue configuration of VL5 plugin.

2. Review Local Stores design.

3. Support Shopping List.</html>

EXHIBIT E

E

```
From - Mon Feb 19 07:32:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15 dredd Jun 22 2000
        16:29:39) with ESMTP id G8RT5V00.PXA for <srinivas@dredd>; Wed,
        14 Feb 2001 15:27:31 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f1ENRUI18467
        for srinivas; Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Resent-Date: Wed, 14 Feb 2001 15:27:30 -0800 (PST)
Message-ID: <3A8B1484.C175144B@netscape.com>
Date: Wed, 14 Feb 2001 15:28:04 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Todd Goldman <tgoldman@netscape.com>,
        Jim Ambach <ambach@netscape.com>,
        Peter Weck <weck@netscape.com>,
        Tony Schofield <ant@netscape.com>,
        Rajesh Mahajan <rmahajan@netscape.com>,
        shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"CEQsDD.A.OgE.hRxi6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<b>Shop@Anywhere status for week ending 2/9/01</b>
<p>This week:
<ul>
<li>
Local Store:</li>

<ul>
<li>
Finished design doc.  Design review scheduled for the next week.</li>
```


Continued experimentation with the VL5 plugin. Still waiting for the mapping file for converting location information from VL5 header to zipcode.

Shopping Widget:

Finished design doc. Design review scheduled for the next week.

Implemented class to generate XML from parsed data.

Started working on image manipulation.

Product Page Anywhere:

Finished design doc. Design review scheduled for the next week.

Completed Focal Review.

Worked on the Integrated Schedules.

Next week:

Hold design reviews.

Reexamine schedules.

Get schedule commitments from DCI and P13n divlet.

Issues:

Getting schedule commitment from DCI is still the biggest issue.

Project Management status:
<p>Accomplisments this week:
<p>- Continued work on the event codes. Merchant Comparison, Shopping Assistant,
and Wallet have event codes that still need work. Wallet has some that need to be set up with

"impact", a new tool from the NOC that allows an event to be monitored over a specified amount of time so that it only gets reported if it occurs x amount of times during x duration of

time.

- I talked to AOL San Diego (Personal Logic) to make them aware of the changes to product pages.

- Followed up with Jim Bramson on copyright requirements on the printer friendly pages.

- Met with EMC rep from Operations to review our new projects.

- Started conversations with Ops to make them aware of our new projects and get assignements. Still need to do followup.

<p>Issues:

- QCPP 2.0 has no schedule or official plans yet. However if they want to make it into Shopping Assistant for AOL 6.5, they need to start working on it now. Ellen, the new PM for

QCPP 2.0, is aware and addressing the issue.
<p>For next week:
<p>- Continue working on event codes.

- Followup with Ops on new projects. Will invite them to the Design reviews this week.

- Finish non-engineering schedules for the Shop@anywhere projects.

- Hopefully get to committed schedule by end of week.

- Kimberly Blessing will be visiting. We should discuss the Local Stores and ShopHelp.

- Eirene Espinosa is also visiting. She is the Project manager for AOL client 6.0 refresh. Meeting with her regarding Shopping Assistant.

 </html>

EXHIBIT F

F

From - Tue Mar 06 22:26:02 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.51]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id G9T3WU00.KGH;
Tue, 6 Mar 2001 18:50:54 -0800
Message-ID: <3AA5A1A8.430C21A1@netscape.com>
Date: Tue, 06 Mar 2001 21:49:12 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/2/2001</h3>
1. On vacation from 3/1 to 3/2
<p>2. Continued work on VL5 configuration/testing. The current problem
with testing for Magic Carpet authentication is that the user auth information
(screen name, service type, etc) is available only for the first request
to the web server. I have sent my configuration files to the vlsupport
team, but no resolution, yet.
<p>3. Started making modifications to the Merchant Comparison module to
include local store information.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT G

From - Wed Mar 07 06:10:09 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9TEFY00.NP8 for <srinivas@dredd>; Tue, 6 Mar 2001 22:38:22 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f276cMA19954
for srinivas; Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Resent-Date: Tue, 6 Mar 2001 22:38:22 -0800 (PST)
Message-ID: <3AA5D780.628482A1@netscape.com>
Date: Tue, 06 Mar 2001 22:38:56 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"_hpnKC.A.U3E.dddp6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Escalations

None.

Accomplishments

Product Page Print & Email

Installed Search code on development server. Still some issues with
the cache database. Continued setting up the development environment.</
li>

Worked on the Mail Handler backend code.

Met with QA team to help develop test plan.

Engineering and QA participated in the finalized UI review.

Local Store

Discussed merchant feed handling strategy with Steve and Yogi. Came up with a workable plan. Need to write down the plan and do a sanity check with others in the divlet and with DCI.

Discussed including Local Store locator on A-Z pages. The Dulles team doesn't want to spend a lot of effort into this. They agreed to include a simple store search widget.

Got familiar with the Merchant Compare code and started coding the local store UI.

Engineering and QA participated in the finalized UI review.

Shopping Widget

QA wrote first draft of the test plan.

Continued working with the P13n folks on the widget implementation details.

Reviewed Shop@Anywhere project requirements with Ops.

Issues

DCI relationship still requires very close management. No need to escalate yet.

Ops raised some issues with our plan to scrape the "store specials" from the department pages. David Habib promised to work with us on this issue and on wardware requirement.

Next week

Product Page Print & Email

Finish setting up development environment.

Try to finish Mail Handler back end.

Local Store

Get agreement from everyone involved on the merchant feed handling. Come up with a plan for implementing the necessary changes to the Tools and feed processing.

Make progress on Local Store UI development.

Widget

Resolve Ops issues.

Meet with P13n QA folks to determine the Widget QA environment and responsibilities.

Resolve open issues with the P13n engineering team.

</html>

EXHIBIT H

H

From - Sun Mar 11 17:34:57 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.166]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
G9YINY00.BX5; Fri, 9 Mar 2001 16:57:34 -0800
Message-ID: <3AA97B93.3113AA7E@netscape.com>
Date: Fri, 09 Mar 2001 19:55:47 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/9/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/9/2001</h3>
1. Continued work on VL5 configuration/testing. Successfully completed
testing of Magic Carpet Authentication. Completed coding for authentication
of AOL and CS users.
<p>Submitted request for VL5 headers (in place of X-AOL headers)
for the Shopping List QA machine.
<p>2. Continued modifications to the Merchant Comparison module to include
local store information.
<p>3. Completed checkin of the code modifications for the enhancements
to Shopping List to support CTA Banner service, after successful testing
by the CTA Banner team.
<p>4. Met with Manomohan Pillai and Michael Forncrook to update them on
recent modifications to Shopping List.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT I

I

From - Wed Mar 21 16:11:31 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.115]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAKAEA00.SL9; Wed, 21 Mar 2001 11:06:10 -0800
Message-ID: <3AB8FB2E.1215F57D@netscape.com>
Date: Wed, 21 Mar 2001 14:04:14 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/21/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/21/2001</h3>
1. Put together Shopping List Release 1.1 after completing testing. Mano
to install/test on QA server. The VL5 headers are enabled for QA server.
<p>2. Modified Merchant Comparison module to read local stores information
from text database. I put together a text database using the merchant table
from the production server for Search and the Franchide ID information
from DCI.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT J

J

From - Wed Mar 28 05:33:01 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.179]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAWLE200.GK6; Wed, 28 Mar 2001 02:34:50 -0800
Message-ID: <3AC1BDD0.E846CDB9@netscape.com>
Date: Wed, 28 Mar 2001 05:32:48 -0500
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 3/27/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 3/27/2001</h3>
1.Testing still underway for Shopping List Release 1.1 on QA server. It
turned out that the VL5 headers were not initially turned for the cs.com
alias of the server. Currently, VL5 authentication works for both web users
and in-service users (AOL and CS).
<p>We just noticed another problem, initially reported by the CTA team,
where if two users sign in from a web browser in succession, the second
user is authenticated as the first user!
<p>I have informed the vlsupport team of the problem. The installation
of the new release of Shopping List on production servers is likely to
be delayed, pending investigation of the problem.
<p>2. The Merchant Comparison module is modified to work with a text database
of the local store merchants. Both the grid version and standard-html version
of the MC are working now. We are awaiting the activation of the proximity
search interface at DCI so that we can start sending queries to DCI to
look up local stores.
<p>3. Reviewed and provided feedback for the QA Test plan for Local Stores.

<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT K

K

From - Wed Mar 28 15:26:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GAXCIY00.DNF for <srinivas@dredd>; Wed, 28 Mar 2001 12:20:58 -0800
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f2SKKts24266
for srinivas; Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Resent-Date: Wed, 28 Mar 2001 12:20:55 -0800 (PST)
Message-ID: <3AC2479B.35BD15F0@netscape.com>
Date: Wed, 28 Mar 2001 12:20:44 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"PMmFzC.A.w4F.eekw6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/21/01 - 3/27/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Continued working on the Product Page Email JSPs and integration with the

Search servlet.

Integrated with Magic Carpet.

Local Store

Both the grid version and the stand alone version of the Mercant Compare are modified to show local stores. We are awaiting the activation of the proximity search interface at DCI so that we can start sending queries to DCI to look up local stores.

Reviewed QA test plan.

Shopping Widget

Kept working on hosting issues with Ops. We are close to a resolution.
Laura is driving this.

Reviewed HTML for the widget.

Issues

None

Next week

Product Page Anywhere

Try to finish Product Page Email JSPs.

```
<li>
Work on first drop to QA.</li>
</ul>

<li>
Local Stores</li>

<ul>
<li>
Wire Local Store UI to DCI search URL, assuming their interface is live.</li>

<li>
Integration testing.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Work with P13n folks on the QA process</li>
</ul>
</ul>
</html>
```

EXHIBIT L

L

From - Wed Apr 04 06:56:40 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.58]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GB9L1Y00.6ZW;
Wed, 4 Apr 2001 03:56:22 -0700
Message-ID: <3ACAFDC5.4C1A612@netscape.com>
Date: Wed, 04 Apr 2001 06:56:06 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/2/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/2/2001</h3>
1. Implemented a workaround for the recently found bug in VL5 plugin. If two users sign in from a web browser in succession, this bug results in the second user being authenticated as the first user. The problem is caused by a authentication cookie set by the VL5 plugin when the first user logs in; this cookie is not regenerated when a second user logs in, but is instead reused, resulting in the second user being authenticated as the first.
<p>The workaround clears the VL5 cookie during logout from Shopping List; a new cookie is then generated by VL5 when a new user logs in. After this workaround is tested on QA server, installation of Shopping List Release 1.1 on production servers will be scheduled.
<p>2. I started installing and running the Search service on a new UltraSparc machine; I could not run Search on my Sparc20 system, landscape, because Search software requires UltraSparc systems.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT M

M

From - Sun Apr 08 16:01:55 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBA9MA00.PEB for <srinivas@dredd>; Wed, 4 Apr 2001 12:46:58 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f34JkuU27131
for srinivas; Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Resent-Date: Wed, 4 Apr 2001 12:46:56 -0700 (PDT)
Message-ID: <3ACB7A26.44E37ED0@netscape.com>
Date: Wed, 04 Apr 2001 12:46:47 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"1IP_pB.A.XnG.uo3y6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

3/28/01 - 4/3/01
<p>Escalations

None

Accomplishments

Product Page Anywhere

Worked on Magic Carpet integration.

Local Store

Reviewed and provided feedback on the plain text feed format specified by DCI. Waiting for the modified DCI proximity search URL to be live, to start doing integration testing. (ETA - mid april)

Shopping Widget

We think we have a resolution on the hosting architecture. Need to circle back with Ops and close it next week.

Issues

None

Next week

Product Page Anywhere

Finish Product Page Email.

Work on first drop to QA.

Local Stores

Start working on the Datamart changes needed to support local stores.


```
<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Make changes to the Extractor based on new deployment architecture.</li>

<li>
Look into error handling (Netcool).</li>
</ul>
</ul>
</html>
```

EXHIBIT N

N

From - Tue Apr 10 21:44:54 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.88]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GBLU1600.M9D;
Tue, 10 Apr 2001 18:41:30 -0700
Message-ID: <3AD3B63B.EFD716C@netscape.com>
Date: Tue, 10 Apr 2001 21:41:15 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/10/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 4/10/2001</h3>
1. Submitted a QAR for installing the latest release of Shopping List on production servers.
<p>2. Coding is mostly done for the Store Locator feature in Search. A flat-file text database is used for the local stores information. Set up demo pages for the initial set of merchants to be included at launch. Need to setup the images for tracking impressions of the Local Store grid and for generating corresponding logging reports on the production IRS servers.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Continue testing of VL5 plugin.

2. Work on implementation of Local Stores. Drop to QA.

3. Support CTA Banner service and Shopping List.</html>

EXHIBIT O

```
From - Wed Apr 11 16:04:21 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GAKK4P00.U7C for <srinivas@dredd>; Wed, 21 Mar 2001 14:36:25 -0800
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f2LMaNA21734
        for srinivas; Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Resent-Date: Wed, 21 Mar 2001 14:36:23 -0800 (PST)
Message-ID: <3AB92CF3.5A6C9364@netscape.com>
Date: Wed, 21 Mar 2001 14:36:35 -0800
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly status report
Content-Type: multipart/mixed;
 boundary="----------5610BFCE826A2EA6621188E8"
Resent-Message-ID: <"X-SK-.A.MTF.mzSu6"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------5610BFCE826A2EA6621188E8
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>3/14/01 - 3/20/01
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Product Page Anywhere</li>

<ul>
<li>
Got HTML from the UI team.</li>

<li>
Continued working on the Product Page Email front end.</li>
</ul>

<li>
Local Store</li>

<ul>
<li>
Got the list of merchant Franchise Id Codes(FIC) from DCI.</li>

<li>
Got schedule commitment from DCI on adding FIC code to their search
URL. 
They commited to have it ready by 3/28.</li>

<li>
Modified Merchant Comparison module to read local stores information from
a text file, put together using the merchant table from the production
server for Search and the Franchide ID information from DCI.  This
```

will allow us to have the local store functionality in the application,
without having to wait for the Datamart & cache changes to be completed.

Shopping Widget

Worked with Ops on hosting the feed server. Discussed our plans with
key players in MyAOL and MyNetscape that we hadn't talked to before.
Need to do another architecture review with MyAol Ops to make sure they
agree to the deployment plan.

Working on putting together the HTML for the widget to hand over to the
P13n folks.

Issues

None

Next week

Product Page Anywhere

Continue working on email UI.

Start working on authentication.

Local Stores

Continue working on Merchant Comparision JSP.

Put together a schedule for the Datamart/Cache/MAC changes needed to support

```
local stores.</li>
</ul>

<li>
Shopping Widget</li>

<ul>
<li>
Resolve Ops issues.</li>

<li>
Hand over HTML.</li>
</ul>
</ul>

</body>
</html>
```

EXHIBIT P

From - Wed Apr 11 18:53:54 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBNFG400.JBI for <srinivas@dredd>; Wed, 11 Apr 2001 15:21:40 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3BMLco29154
for srinivas; Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Resent-Date: Wed, 11 Apr 2001 15:21:38 -0700 (PDT)
Message-ID: <3AD4D8FD.25C18458@netscape.com>
Date: Wed, 11 Apr 2001 15:21:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
Resent-Message-ID: <"5tlx3D.A.gEH.qjN16"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
Shop@Anywhere weekly engineering status

4/4/01 - 4/10/01
<p>Local Store
<p>Escalations

None

Accomplishments

Have a working prototype of the local store grid in Product Page:
http://
landscape.web.aol.com:2300/Store_Locator_Demo.html.
It includes all the logic necessary in Search and Merchant Compare.

It uses a stub DCI page for now, pending the availability of the DCI URL to be live. It also doesn't include any of the datamart changes. The list of merchants with local stores are stored in a text file for now.

Continued working with DCI on finalizing the merchant feed spec.

Issues

Need to get better closure on technical issues. The feed spec needs to be finalized soon.

Still don't have the URL spec that has all the parameters we need to pass to DCI.

Next week

Get agreement on the merchant feed spec.

Work with UI team to finish the local store grid.

Work on first drop to QA. Need to decide if we want to wait a few days for the DCI URL to go live.

Shopping Widget
<p>Escalations

None

<p>
Accomplishments

Made changes to the XML feed based on input.

P13n team working on the Widget PSP.

Didn't have a chance to put in writing the hosting solution that Ops signed

off on. This will need a change in the image urls generated by the Extractor, since in the proposed solution the images would be server from the MyAOL servers.

Issues

There was some suggestion from Kathleen May that the image specials may be replaced with text spacials in a future redesign of the department page. This will be a problem since, as designed, we are currently scraping image specials only. Kimberly Blessing doesn't think that this change would happen anytime soon. But, we need to have a plan to deal with this possibility, before we lose the services of the widget bullet engineers.

There are some technical issues on the PSP that need to be resolved soon.

Next week

Resolve the PSP technical issues.

Have a plan for handling the text only specials.

Try to finish Netcool error handling.

Product Page Anywhere
<p>Escalations

None

Accomplishments

Spent most of the time on integration testing with Search and VL5.

Issues

QA would like to have a drop soon.

Next week


```
<li>
The first QA drop.</li>

<li>
Review QA test plan.</li>
</ul>

<br> 
<br> 
<br> </html>
```

EXHIBIT Q

From - Tue Apr 17 22:24:51 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.167]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GBYUJ300.1N1; Tue, 17 Apr 2001 19:21:03 -0700
Message-ID: <3ADCFA00.8824E293@netscape.com>
Date: Tue, 17 Apr 2001 22:20:48 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 4/17/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
</h3>

<h3>
Status for week ending 4/17/2001</h3>
1. There were a couple of problems with the configuration of VL5 on the Shopping List production servers, that resulted in the in-service users not being authenticated. After fixing the configuration, the release 1.1 of Shopping List is working fine with VL5 authentication for both VL5 and web users.
<p>2. The code for Local Stores is ready to be checked in. We are currently debating the the correct location for the checkin; on a branch of the CVS source or on the tip, after backing out the latest changes to database schema. The datamart and cache modules built from the tip of the CVS source require updates to the Datamart and DB schema on the QA and production servers.
<p>Completed printer-friendly version of the MC and LS tables.
<p>The DCI team has not yet implemented the proximity search interface and are also yet to send us the DCI Franchise Ids for the initial list of Local Store merchants.
<h4>
Next Week:</h4>
1. Deliver a release of Search and Datamart modules to QA for testing of Local Stores.

2. Support CTA Banner service and Shopping List.</html>

EXHIBIT R

R

From - Thu Apr 19 09:29:00 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
GC07IH00.N1U for <srinivas@dredd>; Wed, 18 Apr 2001 12:59:05 -0700
Received: (from list@localhost)
by aka.mcom.com (8.10.0/8.10.0) id f3IJx4204275
for srinivas; Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Resent-Date: Wed, 18 Apr 2001 12:59:04 -0700 (PDT)
Message-ID: <3ADDF1A8.87D050F9@netscape.com>
Date: Wed, 18 Apr 2001 12:57:28 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status report
Content-Type: multipart/mixed;
boundary="----------E2AEDCE9DA00DCF4FCEEEF31"
Resent-Message-ID: <"ysoE_D.A.JCB.DIf36"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

----------E2AEDCE9DA00DCF4FCEEEF31
Content-Type: text/html; charset=us-ascii;
name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="status.html"

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>status report</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering status</b>
<br>4/11/01 - 4/17/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
Local Store code changes ready to be committed to CVS.</li>

<li>
Implemented printer friendly version of Local Store for the product page
printing feature.</li>

<li>
Feed spec finalized.</li>

<li>
Waiting for the DCI URL to be live (ETA 4/19).</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
First drop to QA. Expect to have the DCI URL to be live.</li>

<li>
Start working on DM Cache changes to add local store info.</li>
</ul>
```

Shopping Widget
<p>Escalations

None

Accomplishments

The Extractor code committed to CVS.

Did first drop to QA.

Fixed error handling and added Netcool logging.

Reviewed the impact of text only specials and we are able to handle them fine.

Met with the P13n core team to discuss multi brand support. Also, discussed support for the widget after the widget bullet team moves on to their next project in mid May.

Issues

The widget bullet folks are strapped for resource. They can only commit 1 day a week for the shopping widget. They expect to be able to devote more time after the end of April.

The P13n core team needs to take on the shopping widget. (We have already brought it up with them)

Next week

Fix any problems found by QA.

Resolve multi brand support.

Product Page Anywhere

<p>Escalations

None

Accomplishments

First drop to QA done, with both email and print features available.

Issues

none

Next week

Fix bugs found in QA.

</body>
</html>

EXHIBIT S

```
From - Fri May 04 20:28:52 2001
Return-Path: <list@aka.mcom.com>
Received: from aka.mcom.com ([205.217.237.180]) by
        dredd.mcom.com (Netscape Messaging Server 4.15) with ESMTP id
        GCQJYM00.9FN for <srinivas@dredd>; Wed, 2 May 2001 18:25:34 -0700
Received: (from list@localhost)
        by aka.mcom.com (8.10.0/8.10.0) id f431PXA29994
        for srinivas; Wed, 2 May 2001 18:25:33 -0700 (PDT)
Resent-Date: Wed, 2 May 2001 18:25:33 -0700 (PDT)
Message-ID: <3AF0B360.F988615@netscape.com>
Date: Wed, 02 May 2001 18:24:49 -0700
From: acharya@netscape.com (Kamal Acharya)
X-Mailer: Mozilla 4.7 [en] (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Mohsin Hussain <mohsin@netscape.com>,
         shop-anywhere@netscape.com
Subject: Shop@Anywhere weekly engineering status
Content-Type: multipart/mixed;
 boundary="------------E528B35CE3BA2573BB3DCECD"
Resent-Message-ID: <"zc4S0B.A.3TH.LOL86"@glacier>
Resent-From: shop-anywhere@netscape.com
X-Mailing-List: <shop-anywhere@netscape.com>
X-Loop: shop-anywhere@netscape.com
Precedence: list
Resent-Sender: shop-anywhere-request@netscape.com
X-Mozilla-Status: 8001
X-Mozilla-Status2: 00000000

This is a multi-part message in MIME format.
--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
 
<br><A HREF="file:///MI/publish/ShopAnywhere/status.html">file:///MI/publish/
ShopAnywhere/status.html</A></html>

--------------E528B35CE3BA2573BB3DCECD
Content-Type: text/html; charset=us-ascii;
 name="status.html"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
 filename="status.html"
```

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="Author" content="Kamal Acharya">
  <meta name="GENERATOR" content="Mozilla/4.7 [en] (WinNT; U) [Netscape]">
  <title>Shop@Anywhere weekly engineering status</title>
</head>
<body>
<b>Shop@Anywhere weekly engineering
status</b>
<br>4/25/01 - 4/01/01
<p><b>Local Store</b>
<p>Escalations
<ul>
<li>
None</li>
</ul>
Accomplishments
<ul>
<li>
DCI URL is live now.  It seems to be working.</li>

<li>
DCI test URL went live, but isn't working as expected.  We were told
they need more QA?</li>

<li>
Cache Client changes for local stores in progress.</li>

<li>
Got agreement with DCI on content of the global merchant feed.  Waiting
for DCI's input on file names for the feed.</li>
</ul>
Issues
<ul>
<li>
None</li>
</ul>
Next week
<ul>
<li>
Finalize feed file names.</li>

<li>
```

Finish cron job for DCI feed.

Continue working on cache client changes.

Shopping Widget
<p>Escalations

We now have resource committment from the widget bullet to finish the shopping widget. We still need to make sure that the core team is going to fully support the widget. Mohsin agreed to talk with Richard Quach about this.

Accomplishments

No engineering work on the Extractor.

Issues

None

Next week

Deliver new HTML to the widget team to reflect the department pages redesign.

Product Page Anywhere
<p>Escalations

None

Accomplishments

No new development. Product in QA.

Issues

none

Next week

Fix any bugs found in QA.

</body>
</html>

EXHIBIT T

From - Wed May 09 05:42:24 2001
Return-Path: <srinivas@netscape.com>
Received: from netscape.com ([205.217.228.75]) by dredd.mcom.com
(Netscape Messaging Server 4.15) with ESMTP id GD1OR700.LK7;
Tue, 8 May 2001 18:42:43 -0700
Message-ID: <3AF8A07B.88E82535@netscape.com>
Date: Tue, 08 May 2001 21:42:19 -0400
From: srinivas@netscape.com (Srinivas Lingutla)
X-Mailer: Mozilla 4.7 [en]C-NSCP (WinNT; U)
X-Accept-Language: en
MIME-Version: 1.0
To: acharya@netscape.com
Subject: Weekly status for 5/8/2001
Content-Type: text/html; charset=us-ascii
Content-Transfer-Encoding: 7bit
X-Mozilla-Status: 9001
X-Mozilla-Status2: 00000000

<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>

<h3>
Status for week ending 5/8/2001</h3>
1. Modified Cache client code to use the new merchant and brand tables.
Added new stored procedures for the tables.

2. Modified the implementation of local stores to the use the new tables.
The code is not checked in; the export/import mechanisms need to be updated
to include the new tables.

3. Fixed bug #538208 (set error status when second commit fails).
<h4>
Next Week:</h4>
1. Coordinate the checkin of the DB schema changes for Search 2.1
release.

2. Deliver a release of Search and Datamart modules to QA for testing
of Local Stores.

3. Support Shopping List.</html>